

- CONTENTS -

2014-2015 Program..... 1
 Words from the Chair..... 2
 The Case For Old School
 Communication Tools Like Email
 in the Mobile & Social Era..... 2
 Industry Organizations 5
 Education Report..... 6
 Membership Report..... 6
 CSC Fair
 Wine Draw Winners 7
 Advertising:
 Newsletter & Web..... 8
 Membership in CSC 9



Have an IDEA for the Specifier ?

We would love to hear from you!

Announcements, upcoming events, or technical articles are welcome and encouraged!

Any submissions for the Specifier can be emailed for review and we will do our best to get it into print. Deadlines are the last Friday of the month for the following month's newsletter. Share your knowledge — **this is YOUR industry!**

Glen Stokes—Newsletter Editor
glen@carscadden-architect.com
 604-633-1830

- Facebook: CSC Vancouver Chapter
- Twitter: @CSCvancouver
- LinkedIn: Construction Specifications Canada

The opinions and comments expressed by the authors published herein do not necessarily reflect the official views of Construction Specifications Canada. Also, appearance of advertisements and new product or service information does not constitute an endorsement of products or services featured.

2014-2015 PROGRAM

SEPTEMBER 18	CSC/BCBEC SPEC GOLF 2014
OCTOBER 9 11:30 am Lunch Sandman Hotel, Vancouver	Listed Firestop Systems, Engineering Judgements and other Firestop Mysteries...Explained <i>Cory Norman, EIT, Senior Field Engineer, Hilti (Canada) Corporation</i>
NOVEMBER 19 CSC Vancouver Chapter Construction Fair 10:00 am to 4 pm Vancouver Convention Centre, East Building Talks at: 10:30 am 12 noon 1:30 pm	Shop Drawings - Review vs. Approve <i>Mike Demers, LLB, Jenkins Marzban Logan LLP</i> Compliance with ASHRAE 90.1 and NECB: The building envelope prescriptive requirements <i>Catherine Lemieux, PEng, LEED AP, Building Envelope Consultant, Morrison Hershfield Ltd.</i> Connecting the Dots between Good Roofing Design, Inspections and Guarantees <i>Monty Klein, TQ RRO, President, Wells Klein Consulting Group Inc. Judy Slutsky, BA BRS, Director of Business Development, RCABC Hamish Matheson, TQ, Technical Assistant, RCABC</i>
DECEMBER 11 11:30 am Lunch Sandman Hotel, Vancouver	STC and Steel Framing: Dispelling Myths and Forging Innovative Designs <i>Ben Shafer MS, ASA, INCE – Acoustic System Specialist – PABCO Gypsum</i>
JANUARY 8 11:30 am Lunch Sandman Hotel, Vancouver	Legal Discussion Glen Boswall, Partner – Clark Wilson LLP
FEBRUARY 12 11:30 am Lunch Sandman Hotel, Vancouver	Architectural Hardware Overview <i>April Wells, Architectural Sales Consultant, Allegion Canada Inc.</i>
MARCH 12 11:30 am Lunch Sandman Hotel, Vancouver	Looking Through paper – Into a Digital Wonderland <i>Geraldine Rayner Architect AIBC, RIBA – Summit Bim Consulting Ltd.</i>
APRIL 9 11:30 am Lunch Sandman Hotel, Vancouver Chapter General Meeting 12 noon	Rainscreen and the resurgence of EIFS <i>Andre Turrin – Technical Director - DuRock Alfacings International Ltd.</i>
MAY 14 11:30 am Lunch TBC	TELUS Garden Building Tour <i>Peter Wood, Henriquez Partners Architects</i>
MAY 27 - 31	CSC National Conference 2015 - Winnipeg
SEPTEMBER 10	SPEC GOLF 2015

WORDS FROM THE CHAIR

The CSC Board would like to wish everyone a Happy and Prosperous New Year!

Kimberly Tompkins, CTR
Chapter Chair
CSC – Vancouver Chapter

THE CASE FOR OLD SCHOOL COMMUNICATION TOOLS LIKE EMAIL IN THE MOBILE & SOCIAL ERA

By: Dan Hodgins

With everyone jumping on the social media bandwagon it's easy to think you should do the same... just because everyone else is doing it.

However, I'm not convinced that this reasoning is sound, and that social media tools provide the right type of communication impact for every type of industry and organization... including yours.

Bear in mind that I'm speaking from personal experience as someone who has built up my own social media presence on a variety of platforms (including my blog, Twitter account, Facebook account, and LinkedIn account) and used the tools in practical ways to achieve my own communication goals.

To give you some additional context, I am currently responsible for operating two email distribution lists... one is a 2X monthly newsletter, and the other is an email-based course that automatically drips out a weekly educational email. These lists have 661 and 72 subscribers... and are growing in number each day, with unsubscribe rates under 1% per message.

For both lists, email open rates are currently ranging between 20 – 40%... well above the average open rate in our industry of 10 – 20%.

Let's look at some data to gain some additional insight into people's habits around the consumption of information.

continued...

AWMAC
British Columbia Chapter

Moira Rowan | Executive Director

Architectural
Woodwork
Manufacturers
Association of
Canada

www.awmac.com

O: 604-298 3555
C: 604-908 2230
moira.bc@awmac.com

101 - 4238 Lozells Ave
Burnaby | BC | V5A 0C4

Convoy
Construction Materials

Jim Matsuo RRO
(Manager) Architectural & Technical

Direct Line: 604-592-8023
Phone: 604-591-5381
Fax: 604-572-7476
Cell: 604-360-4030

8183 130th Street
Surrey, BC V3W 7X4

Email: jmatsuo@convoy-supply.com
Web Site: www.convoy-supply.com

ERV PARENT

Michael Torvik
Consultant

ERV PARENT CO. LTD.
791 Caldew Street, Delta, BC, Canada V3M 5S3

Mobile: 604-649-7000
Phone: 604-525-4142
Fax: 604-525-3777

mtorvik@ervparent.com
www.ervparent.com

Commercial Floors & Walls Since 1958

Flextile Ltd.

Mike Boldt
General Manager

2829 Lake City Way
Burnaby, British Columbia
V5A 2Z6
www.flextile.net

Tel: (604) 420-4914
1-888-236-4486
Cell: (604) 512-3356
Fax: (604) 420-0936
Email: mboldt@flextile.net

**Vancouver Chapter Board
2014–2015**

DIRECTOR

Blair Bennett, CTR
Soprema – BC Regional Manager
604-522-3944
bbennett@soprema.ca

CHAIR

Kim Tompkins, CTR
Tec Agencies Ltd – Principal
604-583-0944
kim@tecagencies.com

VICE CHAIR / GOLF

James Kelly CTR
Soprema – Building Envelope
Representative
604-369-2983
jkelly@soprema.ca

NEWSLETTER

Glen Stokes
Bruce Carscadden
Bruce Carscadden Architect Inc
– Partner
604-633-1830
glen@carscadden-architect.com

SECRETARY

George McCutcheon
North West PLAN Inc.
– Principal
604-719-8204
gm@planinc.ca

TREASURER

Vince Smith
Cloverdale Paint Inc – Architect/
Design Representative
604-868-8406
vsmith@cloverdalepaint.com

SPECIFICATION OFFICER

George McCutcheon
North West PLAN Inc.,
– Principal
604-719-8204
gm@planinc.ca

WEBSITE

Brad Morris, CSP
Morris Specifications Inc –
Specification Writer
604-732-7979
bmorris@morspec.ca

MEMBERSHIP

Mario Maggio
CRL/US Aluminum – Canadian
Sales Manager
778-986-6058
Mario_maggio@usalum.com

TRADE SHOW

Todd Gerrard
Enercorp Inc – Architectural
Representative
604-345-4436
todddg@enercorp.ca

EDUCATION

Robert Jahnsen
Div7 Building Systems –
Principal
604-657-5886
Robert@Div7.ca

ENGINEERING

Crystal Wegner, CCCA
Heatherbrae Construction –
Project Manager
604-841-3056
crystalw@heatherbrae.com

PROGRAM CHAIR

Eric Poxleitner
Keystone Architecture
& Planning Ltd – Architect
604-850-0577
eric@keystonearch.ca

MARKETING / PHONE

Severin Wolf
IKO Industries – Technical
Support / 604-833-7880
Severin.wolf@iko.com

MEMBER AT LARGE

Melodie Schwartzman, CTR
CGC Inc. – Architectural
Solutions Manager
778-840-1012
mschwartzman@usg.com

...The Case For Old School Communication Tools Like Email In the Mobile & Social Era... Continued

Research studies show that email is used by most adult internet users.

92% of adult internet surfers use good old email, with 61% using it daily, and some multiple times per day. [Pew survey, 2011](#)

Email is probably the most cost-effective and efficient method for reaching people on all of the devices they use most often, at home, at work, and on the go, including smartphones, tablets, laptops and desktop computers.

No other method comes close to matching the reach and ubiquity of email in a seamless experience across all devices 24/7/365 – for alerts, notices, notifications and value-added communications.

If you don't have a *simple email communications plan* in place including: stakeholders, their needs and how you can use email as a communication tool to achieve your goals, then you might want to look at beefing up your email program before investing resources into launching social media accounts that require ongoing effort and resources just to get off the ground, let alone grow.

If people don't want to hear from you and avoid your communications, then you've got a relevancy problem, not a problem related to any specific communication tool.

If no one opens and reads your emails, then why would they want to read 100 tweets from your organization that are 140 characters each?

Chances are there are plenty of opportunities to improve your email communications by changing your distribution lists, frequencies, topics and relevance/quality/length of your messages. It's crucial to find out which topic(s) interest people the most, and at what frequency.

continued...

Edward J. Williams ARCHITECT • AIBC, MRAIC
SPECIFICATIONS WRITING • CONTRACT ADMINISTRATION • TECHNICAL SERVICES

C: 250-893-0658 O: 250-384-7401
eddie@stellerconsulting.com http://stellerconsulting.com

STELLAR
ARCHITECTURAL CONSULTING

...The Case For Old School Communication Tools Like Email In the Mobile & Social Era... Continued.

Perhaps making your email messages 75% shorter while increasing frequency would be a much better tactic than trying to build up social media accounts from scratch!

It's hard work to focus on continual improvement in your existing communication tools based on practical feedback from stakeholders, but this might be the best approach for organizations who are short on resources and time.

Social media tools (Facebook, Twitter, LinkedIn) can be used for additional reach, but I tend to view them as the supporting cast to the main star – email.

A simple way to use social media to support your email communications would be to post your email message on your web site or blog as an article, and then send out a link to the URL via your social media channels. However, in this case, social media might be redundant, and unnecessary.

Still skeptical? Do you think that social media is truly mandatory for your organization just because everyone else is doing it? Perhaps a bit of comparison will help – read on.

If you don't like email, then your only other options are to: knock on people's doors (too time consuming), call people on the phone each time you want to communicate (too time consuming), or send communication pieces by postal mail (too time consuming and expensive). Or, you could try to drum up support for a daily or weekly fax message and see if people become fired up about that...

All 4 of the above solutions are extremely inefficient investments in terms of time and money. They are relics of previous eras where instant and free communication using email to reach people on smartphones, tablets, laptops and desktop computing was not yet possible.

What people want is asynchronous communications that they can read when they want (at home, at work, and on the go) using the device they want (smartphone, tablet, laptop, desktop) in their preferred message format (probably email or even SMS... as opposed to Twitter). People go to Facebook to deliberately AVOID work related communications, so don't try to force your organization's communication needs onto people's personal channels.

Email is BY FAR the world's biggest and most established social network (people can CC, BCC and forward messages to up to 500 people on Gmail), so my recommendation is to dust off your organization's communication plan and look at opportunities for improving the quality/relevancy of your email communications.

There are currently 2 billion smartphones in the world, and email is available on most, if not all of them, so you can achieve a strong message/media match by focusing on one simple messaging technique – email for mobile.

This approach will help you reach people with the right messages, at the right times, on the right devices with the right types of media in order to maximize your overall communication impact.




SOPREMA

#101 - 18651 52nd Avenue
Surrey, British Columbia V3S 8E5
Toll Free: 1.877.626.6688
Phone: 604.576.3633 (#238)
Fax: 604.576.3631
www.soprema.ca

KEN EMSLEY
Architectural Products Representative

kemsley@soprema.ca **Cell.: 604.360.2172**



THERMACOUSTIC™
INDUSTRIES INTERNATIONAL LIMITED

Chris Walton
Director of Sales &
Technical Operations

Toll Free: 1-866-460-1474
Telephone: (604) 460-1475 • Facsimile: (604)460-1476
#108 - 20119 - 1138 Avenue, Maple Ridge, BC, Canada V2X 0Z1
info@thermacoustics.com www.thermacoustics.com

INDUSTRY ORGANIZATIONS

.....

DIVISION 01: GENERAL REQUIREMENTS

Construction Waste Management – BuildSmart
www.metrovancouver.org/buildsmart

DIVISION 02: EXISTING CONDITIONS

Demolition / Deconstruction – BuildSmart
www.metrovancouver.org/about/publications/Publications/dlctoolkit08web1.pdf

DIVISION 03: CONCRETE

Cement Association of Canada
www.cement.ca/
Canadian Precast Concrete Institute
www.cpci.ca/

DIVISION 04: MASONRY

Masonry Institute of BC
www.masonrybc.org/
Masonry Institute (American)
www.masonryinstitute.com

DIVISION 05: METALS

Canadian Institute of Steel Construction
www.cisc-icca.ca/

DIVISION 06: WOOD, PLASTICS, & COMPOSITES

Architectural Woodwork Mfrs' Assoc.
www.awmac.com/bcchapters.php
Western Red Cedar Lumber Association
www.wrcla.org

DIVISION 07: THERMAL & MOISTURE PROTECTION

Roofing Contractors Association of BC
www.rcabc.org
BC Sheet Metal Workers Associations
www.smacna-bc.org
EIFS Council of Canada
www.eifscouncil.org
RCI Inc.
www.rciwesterncanada.org
RCI Western Canada Chapter
www.rciwesterncanada.org

DIVISION 08: OPENINGS (DOORS, WINDOWS)

Steel Door Institute
www.steeldoor.org
Canadian Steel Door Manufacturers Assoc
www.csdma.org
Door Hardware Institute
www.dhi.org
Glazing Contractors Association of BC
www.gca-bc.org

DIVISION 09: FINISHES

Association of Wall and Ceiling Contractors of BC
www.awccbc.org
Gypsum Association
www.gypsum.org
Master Painters Institute
www.paintinfo.com
Carpet and Rug Institute
www.carpet-rug.org
National Flooring Covering Association
www.nfcaonline.ca
National Wood Flooring Association
www.nwfa.org/member/
Terrazzo, Tile and Marble Assoc. of Canada
www.ttmac.com

EDUCATION REPORT

The Vancouver chapter began a Principles of Construction Documentation course in September this year. It was by all measures a successful course with 16 students registered and are currently writing the final exam. Feedback from Glenn Chatten and the students I have spoken to has been extremely positive. With one of the largest group of students that have attended the PCD course in Vancouver the debate and interaction was very helpful for everyone that has attended. Many of the students registered are looking to go on to complete various CSC certified designations.

Principles of Construction Documentation is the first course, and a pre-requisite, for all of the CSC education streams. These are Certified Technical Representative, Certified Construction Contract Administrator, and Certified Specification Practitioner. It is also a strong foundational course for people who are new to the construction industry or want to better understand construction documentation (specifications, drawings and schedules), products, bidding procedures and contracts. This course is offered on-line by CSC Canada once a year and the Vancouver chapter aims to hold one local class a year. If there is enough demand the Chapter will look at offering another course.

The Technical Representative course is scheduled to begin January 19, 2015. Final details are being worked but tentatively we expect them to once again be held at the VRCA Vancouver location. The registration form has been posted on the CSC Vancouver web site, so if you are interested please submit the form back to me.

The CSC Vancouver chapter is also looking to hold the Construction Contract Administration beginning in the late Winter or early Spring. There have been a few people that have expressed interest in both classes, but not enough to hold a session. As of now we need two more people would be enough to hold the course. If you or any one you know has expressed an interest please contact me so we can work on getting a class filled and scheduled for each.

The CSC Vancouver chapter has reached out to a few potential instructors about teaching this course. If you are interested in teaching or would like to help co-teach a course please contact me to discuss your interests.

For further information please contact me at robert@div7.ca

MEMBERSHIP REPORT

As we continue to promote CSC, the need for value in the construction industry is greater than ever. The Vancouver Chapter has a current membership of 163.

For More Information on Membership:

- Contact any member of the executive
- Attend one of our luncheon meetings
- Visit the National website at www.csc-dcc.ca
- Visit our Chapter website at <http://vancouver.csc-dcc.ca>

ROB LAWRENCE
 TECHNICAL SALES REPRESENTATIVE
 BRITISH COLUMBIA

W. R. MEADOWS OF WESTERN CANADA
 38 Rayborn Crescent, St. Albert, AB T8N 4B1

CELL: (778) 558-4690
 BUS: (780) 458-8773
 FAX: (780) 458-1173
 TOLL FREE: (800) 661-6971
 rlawrence@wrmeadows.com

 **SEALIGHT**
 PRODUCTS FOR CONCRETE PERFORMANCE

www.wrmeadows.com

eepro™
 Waterproofing Systems

Jeff Dye

jeff@tecagencies.com
 Web • www.eproserv.com

Tec Agencies Ltd.
 8373 Arbour Place
 Delta, BC V4C 7H4, Canada
 Toll Free • 866-928-0944
 Phone • 604-583-0944
 Cell • 604-785-0805
 Fax • 604-583-0945

CSC FAIR WINE DRAW WINNERS

.....



Rick Seidelmann (Tremco Sealants & Waterproofing)



John Andersen (Kryton International Inc.)



Richard Campbell (PanelTek Agencies)

ADVERTISING: NEWSLETTER & WEB

Advertising with us will provide you with the opportunity to reach readers within the industry through the newsletter and on the CSC Vancouver website.

Size	Members	Non-Members
1/4 page	\$45	\$60
1/2 page	\$80	\$100
Full page	\$140	\$175

You will receive advertising space on the second page of the Specifier and on the CSC chapter website. The ad will be placed in one issue of the Specifier and reside on the website for one month. Ads must fit on one page only and are not limited to copy content or visual features.

If you are not sure whether the Specifier would be an appropriate tool for you, please email me with your questions. If you would like to advertise, or have any questions, please let me know. All advertising content is subject to pre-approval by the responsible CSC Committee.



Tel: 604/472-7266
Mobile: 604/240-2130
Fax: 877/625-8427

LES YARD
Technical Sales Representative
www.dowbuildingsolutions.com

Dow Chemical Canada ULC
34A - 2755 Lougheed Highway
Suite 500
Port Coquitlam, BC V3B 5Y9
Canada
lyard@dow.com




ROXUL
The Better Insulation

Ryan Foster
Sales Representative
Building Insulation

ROXUL INC. ➤ 420 Bronte St. S., Suite 105, Milton, ON L9T 0H9
www.roxul.com ➤ Cell: 604-353-2249
 ➤ ryan.foster@roxul.com



DELTA® protects property. Saves energy. Creates comfort.

Brian Knight
Regional Manager - Western Canada

Cosella-Dörken Products Inc.
4655 Delta Way, Beamsville,
ON, Canada L0R 1B4
www.cosella-dorken.com
bknight@cosella-dorken.com
(905) 563-3255
Fax: (905) 563-5582
Cell: (604) 250-5884

COSELLA DÖRKEN



ISO 9001:2000

Vince Smith
Architectural Representative

225 Terminal Ave.
Vancouver, BC V6A 2L7
Phone: (604) 689-4414
Cell: (604) 858-8406
Fax: (604) 689-7770
Email: vsmith@cloverdalepaint.com

www.cloverdalepaint.com




Randy Brown
Sales Manager

604.681.7504 Phone
604.808.6617 Mobile
rbrown@dominionblue.com
dominionblue.com



Robert Poystila
Architectural Solutions Manager

CertainTeed Gypsum and Insulation
1070 Derwent Way • Annacis Island
Delta, BC V3M 5R1 • Canada
Tel: (604) 763-6187
robert.poystila@saint-gobain.com
www.certainteed.com

MEMBERSHIP IN CSC

.....

In the construction industry's fast-paced environment, the need for and value of Construction Specifications Canada is greater than ever. CSC brings together individuals from all segments of the construction industry. All who have a vested interest in Canada's targets industry are invited to join CSC. When you join CSC you become a part of the only association that brings together professionals from all aspects of the construction industry.

DESIGN TEAM

CSC offers members of the Design Team the opportunity to meet with other members and exchange information. It also affords you the chance to help improve technology and its management, and the means to improve ways in which your ideals are translated into clear, concise and complete documentation.

SUPPLY TEAM

The multi-disciplinary composition of the CSC allows members of the Supply Team to meet with other members of the construction team. CSC programs in data filing and information retrieval are geared to present convenient and concise information on your products for proper evaluation and specification.

BUILDING TEAM

If you are a member of the Building Team, Construction Specifications Canada offers the opportunity to become involved in formulating specifications. Your valuable input into the programs can help generate time and cost savings as well as improve performance.

THE STUDENT

If you are a student or architecture, engineering or construction technology, CSC will provide you with greater exposure to and a better understanding of the Construction Industry, giving you an excellent opportunity to plan a career in the construction field.

Tremco Canada division, RPM Canada
 #221-2545 West Broadway, Vancouver BC V6K 2E9



604-876-4029 Office Phone
 604-876-4039 Office Fax
 778-863-6171 Cell
 800-263-6046 Ext. 2730 Voice Mail
 www.tremcosealants.com
 rseidelmann@tremcoinc.com

RPM Canada
 ISO 9001 Registered

Rick Seidelmann
 Technical Sales Representative



Fit everything. Together.

Terry Burdett
 BUSINESS DEVELOPMENT
 MANAGER-HVAC/CONSTRUCTION

20160 92A Avenue
 Langley BC V1M 3A4 Canada
 tburdett@primexfits.com
 1.877.881.7875
 primexfits.com

{ No other HVAC Venting company knows more about the relationship between the building envelope and HVAC systems }